

# Welcome to the Comfortable Zone

We know Irish life. We are Irish Life.



Some things in life are simply awkward and uncomfortable. We've researched social situations which make people feel uncomfortable - can you relate to these?

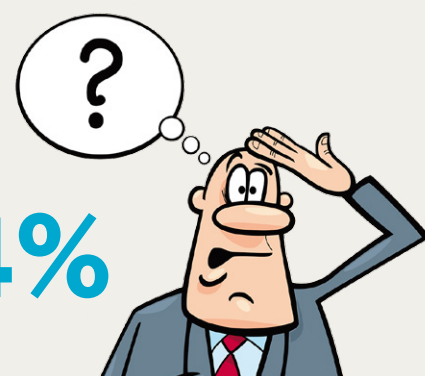
## Social life - what makes people feel uncomfortable!

39%



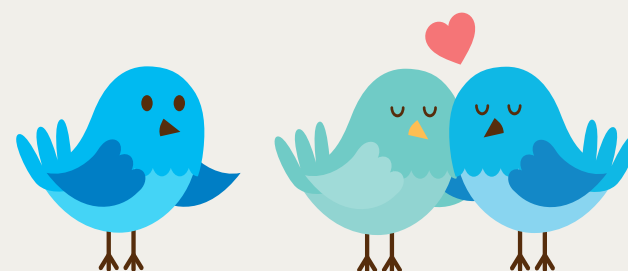
WHEN THEIR STOMACH  
STARTS TO MAKE FUNNY  
NOISES IN A QUIET ROOM

64%



WHEN THEY  
CAN'T REMEMBER  
SOMEONE'S NAME

20%



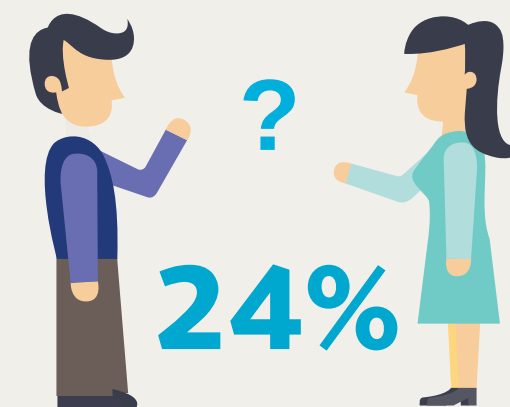
MEETING AN EX  
WITH THEIR NEW  
PARTNER

45%



WAVING AT SOMEONE  
THEY THINK IS  
WAVING AT THEM

24%



AWKWARD  
INTRODUCTIONS -  
SHOULD IT BE A KISS, A  
HANDSHAKE OR BOTH?

## Get comfortable investing in 3 easy steps

While different things in life can make us feel uncomfortable, investing shouldn't be one of them. Get comfortable investing with Irish Life MAPS<sup>®</sup>, multi-asset portfolio funds available on our investment plans.

Step 1



**Get your  
investor profile**

Step 2



**Match to the  
fund that suits**

Step 3



**See the expected  
range of returns**



**Irish Life**

*Start your journey* at [irishlife.ie](http://irishlife.ie) or contact your Financial Broker or Adviser